

D8.1. COMMUNICATION AND DISSEMINATION PLAN

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Deliverable Information Sheet

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List of Acronyms

AEDYR	Asociación Española de Desalación y Reutilización
C&D Plan	Communication and Dissemination Plan
EDBM	Electrodialysis by Bipolar Membrane
EDS	European Desalination Society
EIA	European Irrigation Association
EIC	Euro-Mediterranean Irrigators Community
FECAMUR	Federación de sociedades agrarias cooperativas de Murcia
FECOAM	Federación de cooperativas agrarias de Murcia
IDA	International Desalination Association
IWA	International Water Association
KER	Key Exploitable Results
KPIs	Key Performance Indicators
LMS RO	Low-pressure Multi-Stage Reverse Osmosis
PTEA	Plataforma Tecnológica Española del Agua
PU	Pilot Unit
RED	Reverse Electrodialysis
RO	Reverse Osmosis
SPP-II	San Pedro del Pinatar-II seawater desalination plant
SW	Seawater
WP	Work Package
WE	Water Europe

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Executive summary

The Communication and Dissemination Plan (C&D Plan) intends to set the overall strategy for communication and dissemination activities to be carried in order to raise awareness about the LIFE INDESAL project and its proposed solution with a wide range of target end-users and stakeholders.

This deliverable relates directly to Work Package 8, and its successful implementation requires the involvement of all partners through the lifetime of the project, and beyond. The document covers Work Package 8 (WP8) objectives, target audience, messaging, channels and tools that will be used, including dissemination activities and event organisation, media relations, and monitoring and evaluation through identified Key Performance Indicators (KPIs) and impact reporting.

1. Introduction

As central document for activities under Task 8.1, the C&D Plan provides a clear overview of how all the project communication and dissemination channels, activities, and tools work together to share the key information and results from the LIFE INDESAL project.

Taking communication objectives as a starting point, D8.1 begins by outlining the main stakeholder and target groups. Tailored messages for each stakeholder group follow, each optimised for the specific purpose of the communication efforts, channel, and communication materials that are being used to reach them.

To support partners in their activities, communication materials and guidelines have been developed for use in external activities and events, to maintain a consistent presentation of the project. Media relations are critical aspect for any communication and dissemination efforts, providing a bridge to connect to the general audience (through general news and media outlets) and for more targeted audience (such as trade or research publications).

Key Performance Indicators (KPIs) have been identified and will be monitored throughout the project to track communication and dissemination activities through regular impact reporting that will feed into yearly updates of the C&D Plan, corresponding to M18, M30, and M42 of the project. The updates will use lessons from annual impact reporting and inputs from partners to refine the plan to ensure its effectiveness in achieving the overall objective.

Through this plan, WP8 will support the replicability and transferability of the project outcomes by ensuring key results and outcomes reach the right stakeholders, raising awareness about the challenge LIFE INDESAL is addressing and the proposed solution, its benefits, and impacts for the environment, the economy, and society.

2. Objectives

LIFE INDESAL aims at developing and demonstrating an innovative integrated and circular seawater desalination scheme, with a lower carbon footprint than conventional desalination process, that recovers energy and raw materials from the process.

To maximise the impact of the projects results, the C&D Plan has been developed with the main objective of increasing project visibility and awareness about project activities and results, in particular from the Pilot Unit (PU) in San Pedro del Pinatar-II (SPP-II) seawater desalination plant in Murcia. Communication activities will raise awareness about the LIFE INDESAL project, its contribution to water recovery and the enveloping challenge of water scarcity and diversifying water supplies in the context of climate change. Dissemination activities will share project results, transfer acquired know-how, and promote the widest possible application of the LIFE INDESAL solution.

3. Stakeholder & Target Groups

A solid communication and dissemination strategy must start by defining the stakeholders that will be addressed. For LIFE INDESAL, with the overall goal of raising awareness and uptake of the developed integrated solution, communication and dissemination activities will focus on stakeholders from the following four main groups:

1. Policy and government
2. Industry and business
3. Research and academia
4. Society and Media

Each stakeholder group has different needs, which influence the choice of communication tools and channels that can be used to best reach them. Examples of stakeholder groups, sub-groups, target groups and examples of each can be found in Table 1.

Table 1. Stakeholder groups, sub-groups, target groups and examples.

Stakeholder group	Sub-group	Target group	Examples
Policy and Government	Local, regional, national, EU level policy makers	General Directorates	Climate, Environment (Policy, Coordination, LIFE governance, Resources) and Energy (Energy Policy, Renewables, Research and Innovation, Energy Efficiency)
	City/national councils/ government administrations	River basin management associations/hydrographic confederations, city councils that own desalination plants	ACUAMED, General Directorate of Water – Murcia Region, Segura Hydrographic Confederation, MARE S.A.
Industry / Business	Agricultural sector	Irrigator associations	Euro-Mediterranean Irrigators Community (EIC), European Irrigation Association (EIA), FECOAM, FECAMUR
	Technology developers, providers	Water Technology Providers	Dupont, Saltworks Technologies, Aquatech

International, Hydranautics,
Toyobo

	Utilities	Water and wastewater companies/operators	
	Industry and technology platforms and associations	Water related platforms	Plataforma Tecnológica Española del Agua (PTEA), International Desalination Association (IDA), International Water Association (IWA), Asociación Española de Desalación y Reutilización (AEDYR), European Desalination Society (EDS), Water Europe (WE)
Research & Academia	Universities, technology and research centres	Researchers/departments working with desalination membrane technology, RED, ED, EDBM	Universidad de Sevilla, Universidad de Alicante, Norwegian University of Science and Technology, Ege University, Università degli Studi di Palermo, WETSUS, University of Twente, University of Eindhoven, Wageningen University & Research
Society	Media and journalists	Environmental and water industry journalists	Smart Water Magazine, H2o Global News
	NGOs and associations	Environmental NGOs, water community and platforms	Greenpeace, Global Footprint Network.
	General public	Citizens	

4. Messaging

Consistent messaging about the project reinforces the identity of the project projected through the visual identity (see [Section 6.1](#) for further information). To ensure coherent and consistent messaging across channels and among partners, the Consortium has developed specific messaging from the LIFE INDESAL project and in parallel is supporting communication about the project by partners through by providing support to partners, including the development of communication materials and guidelines for partner to use and consult in their activities.

4.1. Project messaging

To ensure a consistent communication effort, a project description, of “Golden Paragraph” has been developed to be used to describe the project:

LIFE INDESAL tackles the challenge of supplying safe freshwater from seawater, contributing to fight climate change and to the shift to the circular economy. The project aims to develop and demonstrate a novel integrated and circular seawater desalination solution with a low carbon footprint that produces multi-purpose desalinated water, renewable energy and resources simultaneously.

The project slogan or tagline is the lead message and should convey the essence of the mood being advanced by the project communication. For LIFE-INDESAL, the tagline focuses of the positive impacts of the innovative LIFE INDESAL solution:

Energy-efficient and circular desalination

The sub-messaging complements the main message and should resonate with the identified target audience. To be effective, the sub-messaging must be tailored for each target group, considering the different purposes of the messaging as well as the channel in which it will be deployed.

Some examples of tailored messaging for LIFE INDESAL target groups, and suggested channel and communication tools to use to reach them can be seen in the Table 2.

Table 2. Stakeholder target groups, the purpose of messaging, examples of sub-messaging and proposed channels

Target group	Purpose of message	Example sub-message	Channel
Policy and government	<p>Raise awareness of the new resource-efficient LIFE INDESAL desalination process for an alternative water source to accelerate its implementation and replication.</p> <p>Boost the implementation of the project's new more sustainable desalination process implemented to maintain compliance of EC policies</p>	<p><i>Reduce the social and environmental impact of freshwater production through LIFE INDESAL's novel integrated low-carbon desalination solution</i></p>	<p>Networking in events, workshops, seminars, press releases, Layman's report, project website</p>
Industry and business – potential clients	<p>Mobilise sector interest, share experience, boost market update, raise awareness of impacts and sustainability improvements in desalination process from which their business can benefit.</p>	<p><i>Sign up for our newsletter to learn how the LIFE INDESAL integrated SW desalination solution can lower costs by reducing external energy and resource costs for the leading desalination technology, Reverse Osmosis (RO).</i></p>	<p>Press releases, trade/scientific publications, networking presentations, project events, project website, social media, project videos, face-to-face meetings</p>
Industry and business – Technology developers & providers	<p>Foster the development of the related technologies implemented in LIFE INDESAL project</p>	<p><i>The LIFE INDESAL solution improves energy efficiency by applying an innovative desalination approach and by obtaining energy and recovering resources from desalination brines, increasing the overall efficiency of desalination by RO.</i></p>	<p>Trade/scientific publications, conferences, tradeshows, industry events, press releases, LIFE INDESAL project events</p>
Industry and business – agricultural sector	<p>Raise awareness of the project results and outcomes. Specifically, of the positive impacts of the project,</p>	<p><i>The LIFE INDESAL integrated solution reduces costs and</i></p>	<p>LIFE INDESAL project events, webinars, trade and</p>

	both in energy optimisation and water and resource recovery and the benefits regarding the production of chemicals using recovered resources from seawater or effluents with high saline concentrations	<i>emissions per unit of desalinated water for irrigation with physico-chemical characteristics complying with local directive.</i>	industry events, Layman's report, project website, press releases
Research and academia, water platforms	<p>Raise awareness of the project results and benefits (water production, production of NaOH and HCl, energy recovery, etc.)</p> <p>Uptake the knowledge generated and transfer it to other water applications / fields.</p> <p>Stimulate further R&D activities, share knowledge, create synergies</p>	<i>The novel integrated design combining three innovative technologies allows for increased efficiency through energy efficiency LMS RO and energy recovery through RED and EDBM.</i>	Scientific publications, scientific conferences, networking activities, project website, workshops, Layman's report, LIFE INDESAL events
Society - NGO's - Media and journalists	Raise awareness, share reliable information about the project positive impacts, improve stakeholders' perceptions about desalination	<i>Desalinated water can offer a buffer against the depletion of groundwater.</i>	Project website, project video, Layman's report, social media, press releases, trade publications
Society - General public	<p>Inform community about new process and its impact on water production and energy and resources recovery</p> <p>Raise awareness about water scarcity and need for sustainable water use</p> <p>Educate about desalination: what is it how it works, why it's important</p>	<p><i>LIFE INDESAL's innovative solution for seawater desalination reduces external energy and resources inputs.</i></p> <p><i>DYK that water scarcity impacts one third of the European territory?</i></p> <p><i>What is RO?</i></p>	Project website, social media, newsletter, project videos, factsheets, press releases, Layman's report

4.2. Partner messaging

To support communication about the LIFE INDESAL project by partners, in addition to the main messaging and sub-messaging examples for communication from the project, Communication Guidelines for partners have been developed to use and share with their respective communication departments. The Guidelines are available for partners on LIFE INDESAL project MS TEAMS Group and include:

1. Golden Paragraph
2. Logo pack
3. Social Media shareable to present the project
4. Pre-made project presentation for using at events
5. Social media posts to follow the project and sign up for the newsletter
6. Information on the EU funding disclaimer use
7. Style Guide

5. Channels

LIFE INDESAL will count on several communication channels, both for external and internal communication. They will help to convey the main project messages and goals, its progress and results to all the stakeholder groups. Each of them will be targeted to a specific audience and will have tailor-made content.

5.1. External channels

5.1.1. Website

A temporary webpage was developed during M1 to start communicating about the project and collecting newsletter subscribers and followers to LIFE INDESAL social media channels. The project's main online presence is hosted by REVOLVE at <https://indesal.revolve.media/>, and is reflected on all partners organisation websites:

1. Acciona: https://www.acciona.com/projects/indesal/?_adin=02021864894
2. APRIA Systems: <https://apriasystems.es/indesal-life-programme/>
3. Universidad de Cantabria: <https://grupos.unican.es/pasep/projects/>
4. REDstack: <https://redstack.nl/projecten/life-indesal-project/>
5. REVOLVE: <https://revolve.media/project/life-indesal/>

The website will share and promote project information, news and events and serve as a repository for all project related materials including publications and public deliverables and communication materials available for public use. The website is implemented in English to reach an international audience using WordPress as a content management platform. The website will be regularly updated and maintained by REVOLVE with input from all project partners. Traffic to the website will be monitored via Google Analytics and additional data analysis of the project's social media channels will be conducted to support the update of the communication strategy as required. The website will be maintained for 5 years after the project ends (January 2031).

For the website launch, six main sections make up the site: 1. HOMEPAGE, 2. ABOUT, 3. OUR TECHNOLOGIES, 4. RELATED PROJECTS 5. RESOURCES, 6. LATEST, 7. CONTACT.

1. Homepage: Introduction to the project and the main website contents
2. About page: Overview of the project aims, benefits, impacts, and project partners
3. Our Technologies page provides a description of the three technologies of the LIFE INDESAL solution and the PU
4. Networking: Networking activities under Task 8.2 will be reflected on a dedicated page to highlight related projects

5. Resources: A library of public project deliverables and publications, with access to photo and video via the "Press Room" section.
6. Latest page: News related to the project and its topics of interest, as well as a calendar of relevant upcoming events for the sector.
7. Contact: Contact details for the project coordinator and communication coordinator, links to social media, newsletter and contact forms.

5.1.2. Social Media

Different social media channels have been selected to reach different stakeholder groups. Twitter ([@LIFE_INDESAL](#)) will be used for policy engagement, media and public authorities; and a LinkedIn company page ([LIFE INDESAL](#)) will reach professionals and the research community working in SW desalination, circular economy, water treatment. Regular social media posts will be published on the project and around the topic to link project to broader trends and global issues. To increase reach on LinkedIn and utilise partner networks, partners will be actively involved in inviting connections to follow LIFE INDESAL page.

Flickr ([LIFE INDESAL project](#)) will serve as a platform to visually showcase the project with images of the pilot plant and the work developments. Over the course of the project, a playlist on REVOLVE YouTube account dedicated to hosting the LIFE INDESAL project will be created, once the first video in the framework of the project is created, as detailed in the following subsection.

The aim of using different social media channels is to promote project-related contents to diverse audiences and take advantage of existing partner networks by tagging partners' social media accounts, thus building on their audience to disseminate content and results. A presence on relevant channels allows partners to contribute to the dissemination of results and events by tagging the project and highlighting their work therein on their respective channels. The social media channels are key in building a community around the project and engaging with interested stakeholders, as they will be the main bi-directional communication and dissemination channel.

5.1.3. Videos/Infographics

Two project videos will be created to increase the visibility of the project using different styles and techniques. Interviews with project partners and stakeholders will be recorded, as well as footage of the PU, including 360 video shots. A videographic explaining the project process will be developed with input from project partners (see Table 3.).

Table 3. Tentative video topics

Tentative video topics	
Video	
# Videographic (M24-M36)	Explaining the SWRO process and how the LIFE INDESAL solution improves efficiency and circularity through its technology integration
#2 Project video (M42)	Including expert interviews and footage from the PU

5.1.4. Newsletters

An annual newsletter will be released starting in M18 will be and will include information on project progress and results, links to public deliverables, articles, and upcoming events. Additional newsletters will be sent out to highlight key milestones and events such as the commissioning of the PU and the midterm and final events. They will be sent out through MailChimp and a public opt-in form that is GDPR compliant is available on project website for interested parties to receive the LIFE INDESAL newsletter.

The aims of the newsletters are:

- Informing stakeholders of the key findings of the project,
- Providing information about relevant external events and publications, and
- Communicating key messages from Work Package Leaders.

The design and formatting of the newsletter will be in-line with the pre-defined visual identity.

Additional newsletters will be sent out before and after project events to increase participation.

5.2. Internal channels

5.2.1. Communication calls

Regular and ad hoc communication calls will take place to coordinate all communication-related requests and activities of the LIFE INDESAL project. The regular calls provide a space for partners to share updates and coordinate communication and dissemination activities and share the quarterly Impact Reporting. Communication and Dissemination activity tracking will be conducted on an ongoing basis through an excel sheet.

5.2.2. Internal communication platform

Microsoft TEAMS will be the main communication and collaboration tool for LIFE INDESAL project, as well as the first repository of all documentation related to the project. This tool will be used for sharing project information, saving project documentation, remote meetings, etc. Final project documentation, once approved by the EC, will be stored at ACCIONA main repository, D₂, which is hosted at ACCIONA servers, following strict corporate guidelines and standards to ensure security access, safe storage and proper data backup. The PC will manage the LIFE INDESAL Microsoft TEAMS Group, which will be made up of different channels according to project needs.

6. Communication Materials

The project communication will be implemented in English, and several materials will be provided to partners to support their communication and dissemination activities. Communication Guidelines have been developed and made available to partners support this and homogenise the messaging about LIFE INDESAL.

An initial roll-up/poster to present the project at events will be designed by M8, in coordination with the partner who is attending the event. The roll up/poster will include a QR code directing users to the project website to maximise visibility of the project's central communication channel and can be used at zero-waste events to reduce printed materials. Traffic to the website from the QR code will be monitored.

6.1. Visual Identity and Templates

The LIFE INDESAL visual identity plays an essential role in promoting the project. Developed to convey the three combined outputs of the integrated technologies. The logo is the visual messenger of the project and is reflected in all communication materials. The detailed visual identity concept, usage guidelines, including the complete colour palette and alternative versions of the logo, are located in the Annex and available to partners to ensure the consistent representation of the project.

In addition to the visual identity and logo, templates for PowerPoint presentations and Word documents have been created for partners to use to present the project at events and for project deliverables.

6.2. Layman's Report

At the end of the LIFE INDESAL project, a report will be developed to provide a general view of the project and its main results to support their uptake.

The report will consist of a non-technical explanation, in English, of the LIFE INDESAL project background, objectives, technology, results, and impact. This report will be developed in close collaboration with the partners during task 8.3 Legacy Planning, beginning in Q1 2025.

7. Dissemination activities

Activities to disseminate project results will target key external stakeholder groups (including the scientific community and potential clients, see Table 2 for more detail) and increase awareness and visibility of the project, the proposed solution, and its impacts to enhance exploitation. To maximise market uptake of LIFE INDESAL results, all partners will be directly involved in dissemination tasks, with each partner promoting the project and results through their respective organisations and networks in Europe and around the world.

All public deliverables and project publications will be made available on the project website, and disseminated through various means, detailed in the following sections. All non-confidential data and results generated by the project will also be made available via repositories such as the Horizon Results Platform and Zenodo.

7.1. Knowledge Products

Project findings will be disseminated through targeted knowledge products featuring Key Exploitable Results (KERs) identified with the partners. Partners will select target groups and associated KERs, identify the best channels and tools to reach the target groups, and provide input for messaging and the development of materials to share the KERs.

The plan for knowledge product development will be included in the updates to the C&D Plan (M18 and M30), drawing on input from partners via an online survey and ongoing activities and preliminary results from other work packages.

7.2. Participation at Events

Partners will present the LIFE INDESAL project and results in at least 8 events during the lifetime of the project. These events include scientific conferences, roundtables, trade fairs, exhibitions, etc. The project will participate in at least 2 workshops or info days in the context of European weeks and days such as EU Green Week, EU Sustainable Energy Week, European Research and Innovation Days, etc.

Concretely, partners have identified the following events to target for participation during the first 2 years of the LIFE INDESAL project:

Table 4. Targeted events for 2023-2024 (non-exhaustive list)

Name of Event	Date and location	About
ICIEM 2023	13-14 April 2023 Paris, France	International Conference on Ion-Exchange Membranes.
ICCEMR 2023	04-05 May 2023 Istanbul, Turkey	International Conference on Chemical Engineering and Membrane Reactors

European Desalination Society (EDS) Congress	22-25 May 2023 Cyprus, Greece	Desalination for the Environment, Clean Water and Energy
WCCE11	04-06 June 2023 Buenos Aires, Argentina	11th World Congress of Chemical Engineering
XIII AEDyR International Congress	13-15 June 2023 Granada, Spain	8th International Congress of the Asociación Española de Desalación y Reutilización. 'Mirando hacia el futuro'
ICOM 2023	09-14 July 2023 Chiba, Japan	International Congress on Membranes and Membrane Processes
Aquatech 2023	November 2023 Amsterdam, The Netherlands	Leading trade exhibition for process, drinking, and wastewater
IWA World Congress 2024	11-16 August 2024 Toronto, Canada	International Water Association's biennial World Water Congress & Exhibition
EuroMembrane 2024	8-12 September 2024 Prague, Czech Republic	Conference on all areas of membrane technology for the whole membrane society
MELPRO 2024	TBD Czech Republic.	International conference focused on membrane and electromembrane processes
IDA World Congress 2024	TBD Abu Dhabi	International Desalination Association's biennial World Congress

Additional events will be included in the update to the C&D Plan in M18.

7.3. Scientific Publications

At least 3 scientific publications will be published in international peer-reviewed journals such as Desalination Journal, Desalination and Water Treatment, Journal of Membrane Science, Journal of Cleaner Production, Water Process Engineering Journal, etc. Publications will be open access (Green or Gold).

7.4. Pilot Unit in San Pedro del Pinatar-II Desalination Plant (Murcia)

The Pilot Unit (PU) in San Pedro del Pinatar-II (SPP-II) seawater RO desalination plant is key for dissemination activities. Various channels and tools will be used to communicate about the PU and disseminate project results such as press releases,

informative articles, video content, social media, interviews, and factsheets. Detailed planning for dissemination and communication about the PU will be included in the first update to the C&D strategy in M18.

8. Event organisation

External activities allow for more direct engagement with stakeholders and provide a channel through which to gain feedback on preliminary results and generate interest for the project and the LIFE INDESAL solution. The organisation of two events is foreseen under WP8.

8.1. Mid-term event

An online mid-term event will be organised by REVOLVE in M21 to present the project progress to various stakeholder groups to share preliminary project results. The event will provide the opportunity for the LIFE INDESAL consortium to take stock of project progress, gather feedback, and layout the planning for the second half of the project. A targeted communication plan will be developed to promote the event, including design materials for use on various channels (website, newsletter, social media), and a press release following the event sharing outcomes and insights from the event. The event will be shared by YouTube streaming to reach the highest number of stakeholders.

8.2. Final event

A final event will be organised by ACCIONA in M42 to present the LIFE INDESAL developed process and project results to promote the uptake of the technology among different stakeholder groups. The event will be livestreamed on Facebook and YouTube and promoted via the project's social media channels to gain the maximum number of attendees from around Europe who cannot attend in person. A targeted communication plan will be developed to promote the event, including design materials for use on various channels (website, newsletter, social media), and a press release following the event sharing event outcomes.

9. Media Relations

The Consortium will develop and build the contact database via the MailChimp Newsletter and with a focus on attracting journalists to receive dedicated Media Alerts and will reach out to pan-European outlets and journalists that are into business, economy, social and sustainability. REVOLVE will provide editorial and graphic design support to partners who may request assistance with their Press Releases and subsequent Media Relations for the LIFE INDESAL project.

The media are important to help spread the word to the target audience and the interested public. Not only will they increase knowledge about the LIFE INDESAL project but also on its findings, results, and recommendations. As part of the dissemination and communication strategy, the Consortium will regularly engage high-level journalists to obtain media coverage of the project throughout its duration via social media content and press releases.

An initial list of media outlets based on the collective experience and networks in the water and circular sectors and in and with other European funded projects will be used as a starting point and will be nurtured during the rest of the project. The media list will focus on the desalination sector, while also aiming to reach the general public, business and entrepreneurs.

9.1. Press Releases

4 Press Releases are foreseen during the LIFE INDESAL project. The press releases are drafted by REVOLVE and their content and publication date are reviewed and validated by ACCIONA and shared with partners before publishing. To take advantage of partners' wide networks of journalists and excellent experience with engaging the media, partners will be encouraged to issue their own press releases, informing REVOLVE and ACCIONA before sending them out to ensure accuracy and consistency of information, and coordinating timing where relevant. REVOLVE will provide a Press Release template that all partners can adapt and use in their languages.

Table 5. Tentative timeline and topics for Press Releases from the LIFE INDESAL project

Press Release	Topic	Publish date
#1	Project launch	September 2022 (M2)
#2	PU commissioning	October 2023 (M15)
#3	Midterm event	April 2024 (M21)
#4	Final Event	January 2026 (M42)

9.2. Informative articles

4 informative articles in relevant media are planned during the LIFE INDESAL project. Target media include the following magazines: FuturEnviro, Smart Water, Tecnoaqua, RETEMA, and REVOLVE Magazine. Proposed timeline and topics for the articles can be seen below.

Table 6. Tentative timeline and topics for informative articles about LIFE INDESAL

Article	Topic	Publish date
#1	About the LIFE INDESAL project	Published October 2022
#2	Integrating technologies to increase circularity: Process, challenges, lessons	2023
#3	TBD. Informed by ongoing testing in the PU	2024
#4	TBD. Informed by project results	2025

9.3. Tracking Outreach

Media hits for LIFE INDESAL using associated keywords through the Meltwater platform allows REVOLVE to track articles and news items related to the project to track outreach. The results will be shared on a quarterly basis in the communication impact report and used to refine project efforts to maximise impact.

10. Key Performance Indicators (KPIs)

Communication and dissemination Key Performance Indicators (KPIs) have been identified and will provide direction to communication and dissemination efforts for the duration of the project. The KPIs will be monitored internally on a quarterly basis and updated on an annual basis, from the official start date of the project, 1 August 2022.

Table 7. KPIs for Communication and Dissemination activities, their objectives, and targets:

Objective	KPI	Target
Provide main entry point to project, repository of news and public contents	# of visitors to the website	10,000
Social Media (Twitter & LinkedIn)	# of Twitter followers	1000
	# of LinkedIn followers	500
	# of Tweets per week	2
	# of LinkedIn posts per week	2
	Twitter interaction rate	1%
	LinkedIn interaction rate	4%
Distribute communication materials	# of project brochures/leaflets distributed	500
	# of visit to the website from QR codes	3000
Obtain project related news in the media	# of press releases/articles	8
Share project news via email marketing platforms	# Newsletters	7
	# of subscribers	300
Create short videos presenting the project features	# of project videos	2
	# of video views	2,000

Publish academic articles in International peer-reviewed journals	# of publications	3
Publish independent articles about the project in trade magazines	# of informative articles	4
Participate in external events presenting the project	# of written or oral exhibitions in events	8
Network with other project to explore synergies and exchange lessons learned	# of networking meetings	8
Raise awareness about ongoing project activities through mid-term event	# of attendees	150
Raise aware about the project and its results through a final event	# of attendees	200

11. Impact Reporting

Impact reporting provides ongoing insight into the impact of communication and dissemination activities and will allow partners to gauge the effectiveness of the C&D Plan. The impact reporting will cover the project KPIs including, social media engagement and community growth, newsletter subscriber growth and reception, attendance at external events, media coverage. Additional inputs and insights from the Google Analytics digital dashboard, which provides information about web traffic and user behaviour, and data gathered from Mailchimp and social media analytics.

11.1. Annual Impact Report

Annual reports will be prepared each year to feed into the update of the update of the C&D Plan (M18, M30, M42). A critical aspect of the annual impact reporting is the feedback of partners via a survey/questionnaire to assess the effectiveness and areas for improvement for the coming years of the project. A tentative timeline for impact reporting activities can be seen below:

Table 8. Annual impact reporting timeline

Impact Report	Published	C&D update	Survey to partners
Year 1 Sep 2022 - Aug 2023	M14 (September 2023)	Due M18	M15-M16
Year 2 Sep 2023 – Aug 2024	M26 (September 2024)	Due M30	M27-M28
Year 3 Sep 2024 - August 2025	M38 (September 2025)	Due M42	M39-M40
Year 4 Sep 2025 – Jan 2026	M42 (January 2026)	NA	NA

12. Conclusions

The plan and guidelines in this document have been developed to ensure that all communication and dissemination activities during the project's lifetime follow the best practices and stay consistent throughout the project. The C&D Plan will remain as the reference document for both WP8 leader and for other consortium partners for the duration of the project to help communicate and disseminate the project information and results efficiently.

13. Annex

13.1. Visual Identity Guidelines



INDESAL

VISUAL IDENTITY GUIDELINES



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January 2023

INTRODUCTION

The INDESAL visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

This visual identity guideline is a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a specific situation, please contact the INDESAL team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact the Communication leads.

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THE LOGO

About the logo and its meaning

Rationale

LIFE INDESAL aims to develop and demonstrate a novel integrated and circular seawater desalination system with a low carbon footprint that produces multi-purpose desalinated water, renewable energy and resources simultaneously.

The logo aims to highlight these objectives with the integration of icons within the wordmark, each icon representing one of the objectives the project.



Obtaining high quality freshwater



Generating renewable energy from brines



Recovering resources from brines

THE LOGO

Logo colour variations



Blue

This is the default version of the logo, to be used on white or light backgrounds.



Black

This version of the logo is to be used on black and white layouts or documents, on light backgrounds.



White

This version of the logo is only to be used on darker colored backgrounds and photographs.

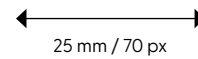
THE LOGO

Minimum size & safe area

Minimum sizes

The minimum size is indicated by the width of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.

INDESAL



The width of the logo should never be smaller than 25 mm in print or 70 px in digital media.

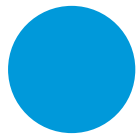
Safe area

Keep all other graphic elements, logos or margins at a minimum distance as defined by the "Safe area" line. The minimum space around the logo is equal to the height of its letters.



COLOURS

The project has an extended colour palette to meet all communication needs



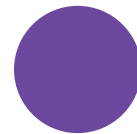
BLUE

CMYK: 90, 20, 0, 0
RGB: 0, 147, 214
HEX: # 0093D6



COBALT

CMYK: 95, 75, 0, 0
RGB: 36, 74, 154
HEX: # 244A9A



PURPLE

CMYK: 70, 85, 0, 0
RGB: 109, 62, 145
HEX: # 6D3E91



AMARANTH

CMYK: 0, 85, 55, 0
RGB: 233, 66, 86
HEX: # E94256



ORANGE

CMYK: 5, 70, 90, 0
RGB: 228, 102, 39
HEX: # E46627



YELLOW

CMYK: 0, 15, 85, 0
RGB: 255, 214, 49
HEX: # FFD631



MINT

CMYK: 55, 0, 40, 0
RGB: 124, 197, 173
HEX: # 7CC5AD



GREEN

CMYK: 80, 7, 60, 0
RGB: 0, 162, 129
HEX: # 00A281

MESSAGES

Tagline and golden paragraph to describe the project

Tagline

Circular Integrated
Desalination

Golden paragraph

LIFE INDESAL tackles the challenge of supplying safe freshwater from alternative resources, contributing to fight climate change and to the shift to the circular economy. The project aims to develop and demonstrate a novel integrated and circular seawater desalination system with a low carbon footprint that produces multi-purpose desalinated water, renewable energy and resources simultaneously.

TYPOGRAPHY

The typeface used for INDESAL communications is **Greycliff CF**

INDESAL

Circular Integrated Desalination

LIFE INDESAL tackles the challenge of supplying safe freshwater from alternative resources, contributing to fight climate change and to the shift to the circular economy. The project aims to develop and demonstrate a novel integrated and circular seawater desalination system with a low carbon footprint that produces multi-purpose desalinated water, renewable energy and resources simultaneously.

LIFE INDESAL tackles the challenge of supplying safe freshwater from alternative resources, contributing to fight climate change and to the shift to the circular economy. The project aims to develop and demonstrate a novel integrated and circular seawater desalination system with a low carbon footprint that produces multi-purpose desalinated water, renewable energy and resources simultaneously.

Greycliff CF Bold

Greycliff CF Demi Bold

Greycliff CF Medium
Minimum font size for body text: 9pt

Greycliff CF Regular
Minimum font size for body text: 9pt

INDESAL

Visual Identity Guidelines

TYPOGRAPHY

When the recommended typeface is not available, INDESAL communications are to use the font **Corbel**

INDESAL

Circular Integrated Desalination

LIFE INDESAL tackles the challenge of supplying safe freshwater from alternative resources, contributing to fight climate change and to the shift to the circular economy. The project aims to develop and demonstrate a novel integrated and circular seawater desalination system with a low carbon footprint that produces multi-purpose desalinated water, renewable energy and resources simultaneously.

Corbel Bold

Corbel Regular

Minimum font size for body text: 9pt

ADDITIONAL BRANDING

Other logos and mentions to include in INDESAL communications

As a LIFE Programme funded project, INDESAL communication activities and products must also include the Life Programme logo and following disclaimer:



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Visual elements to use in INDESAL design

The objective icons can be used as graphic elements in INDESAL designs and communications.



CONTACT

For any questions regarding these guidelines, please contact the communication partner:

Contact person

Asya Al Marhubi
Communications Manager
REVOLVE
asya@revolve.media

